

Business Link Central Denmark

Бизнес-Линк Центральной Дании

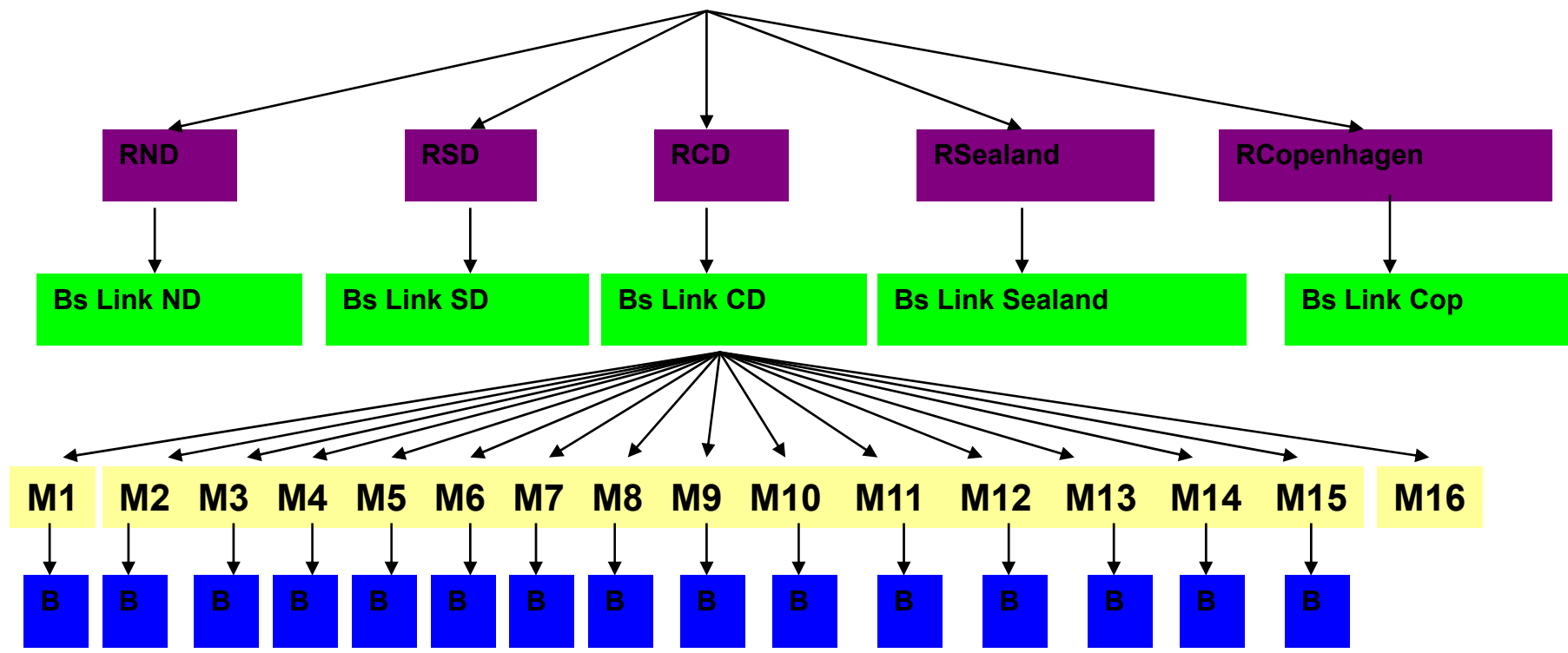
- Kurt Kristensen:
- Lego Group
- Danish Dairy Board
- Private Dairy Company
- Danish Textile & Clothing Association
- EURA
- Danish Export Association
- Business Link Central Denmark

- Business Consultant
- kkr@vhmidtjylland.dk





Ministry of Enterprise



- The administrative unit Region Central Denmark consists of 19 municipalities
- Business Link Central Denmark covers in the whole Region Central Denmark (which is inhabited by 1,2 million people)
- Business Link Central Denmark has co-operation agreements with the local Business Development actors in each municipality

Danmark

Kommuner og Regioner

pr. 1. januar 2007

Indenrigs- og
Sundhedsministeriet

MILJØMINISTERIET

Kort & Matrikelstyrelsen

VÆKSTHUS
Midtjylland



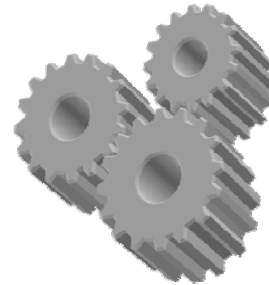
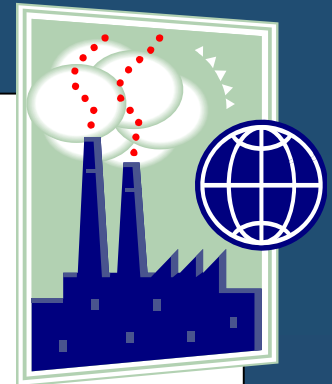
Purpose:

Organisation for co-ordination of regional and local economic and commercial efforts to support and develop entrepreneurs and SMEs in Region Central Denmark (Region Midtjylland) so these SMEs can grow

Организация координации региональных и местных экономических и коммерческих усилий поддерживать и развивать entrepreneurs и МСП в регионе Центральной Дания (Регион Midtjylland), поэтому эти МСП может вырасти

Business Link Midjutland

- SMEs and entrepreneurs
- Individual SME business development
- SME network
- National and international links



Hands on - Руки на

- Problems, actions, solutions – link to network/private consultants

Проблемы, действий, решений - ссылка на сети и частных консультантов



- Practical and realistic approach

Практические и реалистичный подход

- Globalization / export

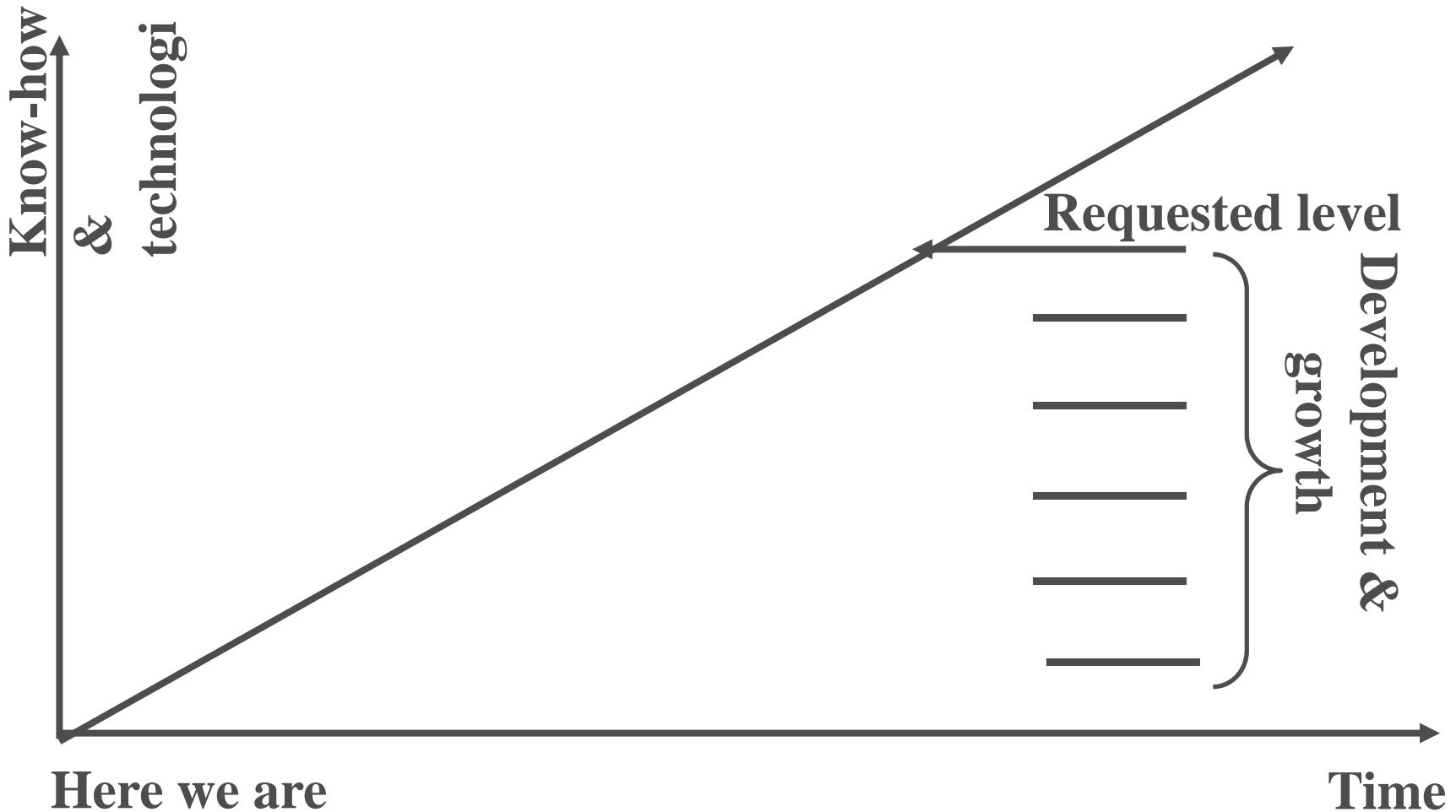
Глобализация и экспорт



Tools

- **Product assessment and product development**
- **Production (e.g. lean)**
- **Competence development for managers and employees**
- **In- and outsourcing, internationalizing proces**
- **Sales, marketing, export**
- **Professional boards**
- **From generation to generation and matching in buying/selling**
- **Patents and trademark registration**
- **Knowledge, quality, ATEX and environment**
- **EU-directives / CE-marking**

To support entrepreneurs and SME's that will grow



Business Link Central Denmark works as operator



By Region Central Denmark we have been appointed to lead and manage (operate) regional support programmes for SMEs

По регионам Центральной Дании мы были назначены руководить и управлять (управлять) региональных программ поддержки МСП

- The programmes are funded partly by EU structural funds and partly by The programmes are funded partly by EU structural funds and partly by Region Central Denmark
- программы финансируются частично за счет структурных фондов ЕС, а отчасти по регионам Центральной Дании.

Dividing the work tasks

- The civil servants do the programming/planning
- ↓
- The politicians allocate the money
- ↓
- Business Link Central Denmark operates the programmes and administrate the money
- ↓
- Evaluation of the operation

Business Link Central Denmark

Established SMEs: Growth, innovation and competence development programme for SMEs and newly started companies with a value of EURO 15 millions (VÆKSTmidt Accelerator)

Entrepreneurs & young SMEs: Growth and innovation development programme for entrepreneurs with a value of EURO 18 millions (STARTmidt Accelerator)

Employees: Competence development programme for SMEs' employees with a value of EURO 9 millions (KOMPETENCEmidt)

Energy & Environment: Growth and technological innovation development programme for SMEs with a value of EURO 2 millions (EnergiTEKmidt)

Growth and cluster / networking development programme for SMEs with a value of EURO 7 millions (KLYNGEmidt)

Growth and investment development programme for SMEs with a value of EURO 1 millions (INVESTORMidt)

VÆKSTmidt Accelerator



A program for SMEs that WILL and CAN grow

программы для малых и средних
предприятий, что будет и может расти

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Midtjylland



Purpose: to develop SMEs in Region Central Denmark so they obtain growth (e.g. increase turnover, export and earnings)

Цель:

развивать МСП в регионе Центральной Дании, чтобы они получить рост (например, увеличение оборота, экспорта и доходов)

- Target group are companies with growth potential (industry & service):
 - SMEs with 5 to 249 employees, primarily SMEs with 10-249 employees
 - Minimum 3 years old
 - Selling primarily outside the Region Midtjylland.
 - Have in-direct export potential or direct export potential
 - A yearly growth potential at 5% to 15% (turnover, export and/or profit)
 - (Creating jobs)

- Purpose
 - Up to 50% support to buy external assistance from external consultants
 - For tasks that develop the company and create basis for growth
 - До 50% поддержки купить внешней помощи со стороны внешних консультантов
 - Для задач, разработки компании и создать основу для роста

- Content:
 - Small growth package (< 150 hours)
 - Large growth package (150 – 300 hours)
 - Mentorsupport (< 75 hours)
 - GLOBUS groups & PLATO groups (< 300 hours)
 - Growth capital (Advisory Board)

Ministry for Industry & Commerce

Region Central Denmark

Business Link Central Denmark

Local municipalities

SMEs

- Up to 50% support to external assistance from external consultants

Procedure

First contact (e.g. local municipality)

Exploring growth potential (what is the barrier for growth?, where is the opportunity for growth?) - Изучение потенциала роста (что является барьером для экономического роста?, где возможности для роста?)

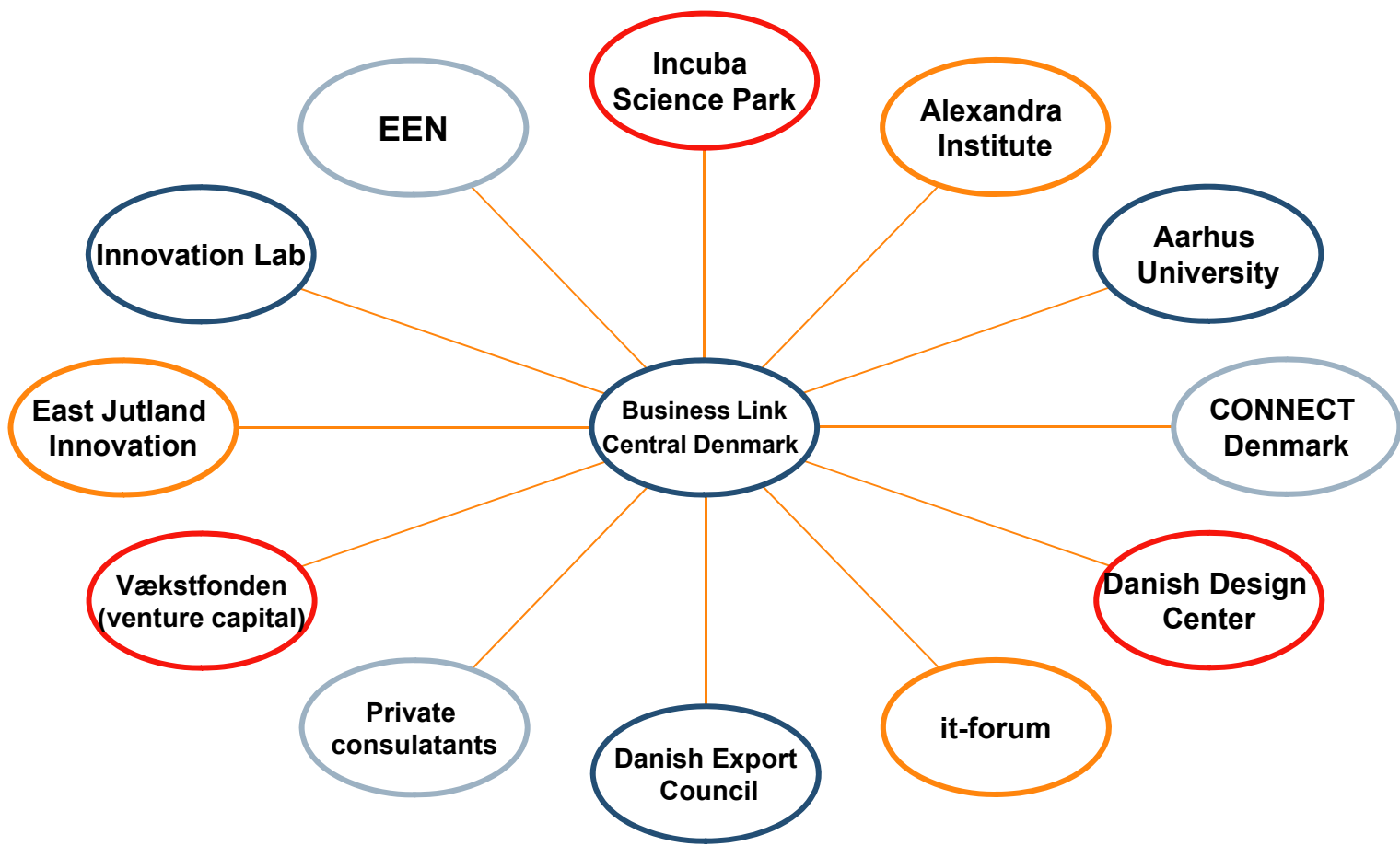
Application

SME- calculation

Contract between SME and private consultant

CV for private consultant

Answer on application in one week after completion of documents



We have international experience

During the years we have been lead partner or partner in several EU funded projects with partners from all over the EU

International matchmaking arrangements

Currently we are partner in an INTERREG funded project:

EuroPROC – involving partners from Hungary, Czech Republik, Italy, Poland, Romania, Bulgaria, France, Spain

Theme: to improve SMEs participation and exploitation of public procurement market in EU and worldwide

Challenges – room for improvement

International clusters / European/Baltic clusters versus national clusters

Международный кластеров / Европейский / Балтийский кластеров против национальных кластеров

Encourage and motivate SMEs to be global

Поощрения и мотивации МСП быть глобальной

Co-operation between international organisations/regions/municipalities

Сотрудничество между международными организациями / регионов / муниципалитетов

A horizontal banner with a blue and white abstract background. On the left, there are several overlapping circles of varying sizes, some with a metallic or reflective texture. The text "VÆKSTmidt Accelerator" is centered in a bold, white, sans-serif font.

VÆKSTmidt Accelerator

Lille VÆKSTpakke - Få tilknyttet en ekstern rådgiver med viden og erfaring inden for fx globalisering, IT, teknologi, strategiudvikling m.m. og igangsæt en konkret udviklingsopgave, der forbedrer virksomhedens vækst- og udviklingsmuligheder.



FØDEVAREmidt

Løsning af udviklingsopgaver

– Tilførsel af innovationskompetencer

FØDEVAREmidt er et virksomhedsudviklingsprogram – særligt rettet mod fødevarevirksomheder, som har til formål at øge innovationskompetencerne i fødevarevirksomheder.